## John Wanamaker, Noted Merchant, Dies at the Age of 84 After Life Teeming With Activity

books that had been an inspiration to him during his long career.

As his strength decreased he was compelled to keep to his bed, where he had been for the last three weeks.

Thoughtful of Nurses During the last few days Mr. Wana-maker apparently realized that his days were numbered. But the knowledge did not disturb his cheerfulness and seren-He was brave to the last. In his intervals of consciousness be was considerate and thoughtful of the nurses and others looking after his comfort and

Mr. Wanamaker had been ac ive in his business affairs up to the time he was stricken. He spent much of last winter in Florida and was in this city
winter in Florida and was in this city
all summer hard at work, with the
exception of an occasional day at the
cashore. He was always an early riser
and usually was in his store before is doors were opened for business

Only a week ago, when his condition showed such marked improvement that his physicians censed issuing bulletins, Mr. Wanamaker talked of the routhern trips he usually made around December 1. For a time he thought he would be able to cruise in Florida this winter in his bouseboat.

No plans have been made for the fu-neral yet. It is known, however, that Mr. Wanamaker will be buried at the quaint little country of the Loisee-pal Church of St. James the Less. Nicetown lane, Falls of the Schuylkill.

Mr. Wanamaker's wife was buried there, and also their son, Thomas, who

built a memorial charel at St. James

the Less.
Mr. Wanamaker was been in this city July 11, 1838, of French and German ancestry, although his forebears had ived in this country since the middle of the eighteenth century.

### Of Huguenot Ancestry

He was the oldest of the seven children of John Nelson Wannanaker. His mother was Elizabeth D. Keebers.

I never worked in the brickyard regu- Wanamaker, Jr. larly. The first money I received was seven copper cents, which seemed to give me an idea that if I was ever to do bet-

country.

"I would have become a minister," by said, "but the idea cling to my mind that I could accomplish mere in the same demain of morals it I became the same demain of morals it I became was further in advance. The extrements of store news were crisp and

## LISTENING TO COMMONER



Mr. Wanamaker, at his desk, receiving a visit from William Jennings Bryan, who dropped in last August to have a ghat with the noted merchant and man of affairs

prother was Elizabeth D. Koelers and supercolar variety of the progress of the

turning in the evening I would turn the Wannamaker. It is now being con-bricks on their edge to let them dry, but directed by his nephex. William II.

### a oneer Advertiser

me an iden that if I was ever to do better than father I would have to learn how to save.

"Oak Hall" was a success from the start. One of the first things Mr. Wanamaker did was to engage the best Moved to Indiana

"When I was thirteen years old my father took a fancy to follow his father to line was wisdom in this seeming reck."

"A manuager did was to engage the best the southern section of the city. The way organized Bethany Sunday School at make the elevated a reality. The way father took a fancy to follow his father to line was wisdom in this seeming reck. The way was built and how it began operating there was wisdom in this seeming reck. The world the city of the city. The way in which became one of the largest in November 5 of this year are matters of recent city history. out for Fort Wayne. Grandfather lived lessness. It hereased the firm's credit fifty-five miles from bort Wayne, in and being talked about advertised their Kosciusko County, in a log but or cabin business. It is said that Mr. Wanain the midst of the woods. It took us maket delivered his first order in a

cut for Fort Wayne. Grandfather lived fifty-five miles from Fort Wayne, in Koseiusko County, in a log hat or each and heing talked about advertised their for county for the woods. It took in the midst of the woods, it took in four days to go there were the cordinate of the woods. The mean is a state of the woods, it took in four days to go there were the cordinate of the woods. The mean is a state of the woods of the woods. The woods of the wo

would go munching about the store.
While thus building up a successful clothing business he continued his activities in religious work, especially in the southern section of the city. He

In 1865 Mr. Wanamaker took an

Hall said that he was always bright. Willing, accommodating and very seldom out of temper. The people liked him he went of the interests. He recated them so that when they came grain they would be apt to ask. "Where is John?"
While at Tower Hall his health declined. Tuberculosis was feared and lee went to Minnesona. Returning from the West, he joined the of Presby terian Charch which then stood as freed and the would be a farely to the young ham, and in the work to the joined and was a member of the went to Minnesona. Returning from the West, he joined the of Presby terian Charch which then stood as freed and Subson streets. The pastor, the Rev. Dr. John Chambers, took a farely to the young ham, and in the work of the Young Men's Christian Asso intron a \$1000 a year, "a large sum of mouse for a life work of the Young Men's Christian Asso intron a \$1000 a year, "a large sum of mouse for a young man in those days," he said later. He was repointed severally of the Young Men's Christian Asso intron a \$1000 a year, "a large sum of mouse specially one of the Said later. He was the first paul seed for a great was said of clothes. The halloons—and the miles of the part of the Young Men's Christian Asso intron a \$1000 a year, "a large sum of mouse for a young man in those days," he again to be a fall. Mr. Gillian says, it is completed to the continue of the sense and the part ood statements of the young halloons. To each person who have the wing of the Young Men's Christian Asso intron a \$1000 a year, "a large sum of mouse for a large man of the sense and hall to old a secondary in every direction, satisfactor to the mank of the large man of more he was presented to the mank of the large man of the year of the Y. M. C. A. T. STEWART

Has public spirited netivities drew that the material to be used for a dry work in the clark of the work of the first public of the large was a said of clothes. The plathous and the public of the large was said of clothes. The plathous and the public of the large was a said of clothes. The

the said, "but the idea clarge to my mind that I could accomplish need in the same domain of morals if I becoming a merchant and acquired means and influence with fellow merchants.

"I do not know that I have regretted becoming a merchant instead of a minister, for the disposition to be a minister was not so averwhelming will not that brought its becoming a merchant mistered of a minister was not so averwhelming will not that brought its problem of the world him to give this section ever put into advertisements were used there was the said through the cutter believing to this section ever put into advertisements were used there was not so averwhelming will not the mainstry instead of surrounding average and troubles if I had gone into the mainstry instead of surrounding average and troubles if I had gone into the mainstry instead of surrounding average and troubles of the store of the new arrange to the next the moving of the Castalla trouble to the statements of store news were crisp and inhabitation ever put into advertisements were until 1893 as the founding at the local minister work that the world he world be lead to the court of the news the moving of the Castalla troub was the moving of the Castalla trouble was the moving the feed and subsequently served until 1893 as leaded the Cost

four reasons why the plan was blocked. Then he named the four big companies which had a monopoly of the express

### Broke Into New York

In September, 1806, Mr. Wanamaker ourchased the immense business of Hilfon, Hughes & Co., at Broadway, Fourth avenue, Ninth and Teuth streets, New York. The price paid was estimated to be over \$2,000,000.

Albert M. Hilton, in an effort to stave off failure, had resolved to intro duce the style of advertising which had done so much for Mr. Wanamaker, and engaged Mr. Gillam, his advertisement

Took Interest in Transit were in a turmeil here and there were restoring the country to its people

the offer.

Mr. Wanamaker saw the possibilities of city expansion that existed in the offer.

It was in February, 1907, that Mr. Wanamaker sammer residence, Lincolar than the offer.

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"Mr. Ford." he said in December, collar the chief of the sammanger of the University Hospital for years.

In 1916 Mr. Wanamaker sammanger of the University Hospital for years.

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In 1916 Mr. Wanamaker sammanger of the University of Pennival And In the has no plan to stop the war."

In 1887, as president of the Consolitioned Railway Commency, he petitioned at Railway from Orthodex and the was need honorary state the first of the sammanger of the University Hospital for years.

In 1916 Mr. Wanamaker sammanger of the University of Pennival And In 1916 Mr. Wanamaker is an expedition to Alaska, which was conducted by the University of Pennival Annual Annual Pennival Annual Annual Pennival Annu

## 'Thinking and Toiling' Key to Merchant's Life

John Wansmaker some years ago was asked for a brief autobiography that would serve as an inspiration for young men and women plan-

ring a business career.

The request was made by the Y. M. C. A. at Bridgeton, N. J. This was his reply:

"Thinking, trying, toiling, and trusting in God; that is all there is of my biography."

Senator Penrose being the first Senator from Penrose being the first Senator from Penrose being the first Senator of Penrose being the first Senator Penrose P

name. The late William A. Stone was given the nomination and was elected the following November.

In July, 1915, Mr. Wanamaker proposed before the Philadelphia branch of the National Security League that the National Security League that the United States should raise \$100,000,-900,000 to buy Belgium from its Ger-In 1901 when street railway affairs man conquerors with the purpose of

were in a turmed here and there were cries raised against what was called franchise-grabbing. Mr. Wanamaker classion in the United States and Europe. It was a staggering plan which mr. Wanamaker conceived as a method of stopping the flow of blood which was desiring Europe white. His plan was

devised plans to fit his great business to the reconstruction period. H. did not hesitate to slash prices and write off resulting losses to stimulate business. His example was widely followed.

## Lost Wife in 1920

On August 20, 1920, Mr. Wana-maker's wife died in a hotel at Atlantic City, where she had been iil since the previous spring. Mr. Wanamaker and the other members of the family were at her bedside when the end came. She was a woman of retiring disposition, and although her acts of benevolence were many, they seldom became known

As the founder of Bethany Sunday School and its superintendent up to his death be exercised a wide influence

done so nucle for Mr. Wallam, his advertisement writer, to go to New York at a large increase in salary. Not long afterward Mr. Gillam was made general manager of the firm.

The failure came on August 27, 1896, and marked an cpoch in the New York dry goods trade. Robert C. Ogden, a member of the firm, was placed in charge of the New York house.

In 1897 Mr. Wanamaker was induced to become a candidate for the United States Senate. Hoise I'enrose was the choice of the then powerful Quay machine and was elected by the Legislature.

Those were the days when Senaters was the choice of the then powerful were not elected by popular vote, but by the Legislature.

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The senator Penrose being the first Senator was all the first Senator was all the was elected by the harassed subjects of King All the first Indianate and was changed a new spirit in stockeep.

The subsequently this method was changed in charge of the first Senator was an anonal mendment, and the was changed for the first Senator was dedicated in the first Senator was dedicated in the first senator of the Everstan of the was changed to become a candidate for the first senator was dedicated in the first senator was dedicated in the first senator was dedicated in the first senator was de

## City Half-Staffs Flags as Wanamaker Tribute

The flags on all municipal buildings as well as on all the public schools, were at half staff today as a tribute to John Wanamaker. It was the first time in the city's history that such an honor was ac-corded a man not bolding high public office.

Mr. Wanamaker was a member of the Board of Education and formerly headed its Finance Committee.

life would be incomplete without some mention of the innovations he made that infused a new spirit in sto-ekeeping. One of them was the creation of the John Wanamaker Commercial Institute to add to the cducational equipment of his employes.

Helped Young Employes

He organized cadet corps for both the young men and girls in his big establishments, and provided camps for them. This training of citizen soldiers was thought out in advance of the preparedness wave which drew thousands of Americans into camps of the Platts-

was thought out in advance of the preparedness wave which drew thousands
of Americans into camps of the Plattsburg type.

Mr. Wanamaker also blended music
with merchandising. Besides the John
Wanamaker chorus, he planned the or
ganization of judior and senior chorasocieties and minstrel corps among
members of his store families. Thousands of visitors carry away memories
of the grand organ in the Philadelphia
store. It was the organ used at the
St. Louis exposition.

The Men's Friendly Inn, Ninth street
near Locust, was one of the institumear Locust, was one of the institu-

## TODAY'S MARRIAGE LICENSES

# GIMBEL BROTHERS

We stand with uncovered head at the passing of that eminent Philadelphian

# John Wanamaker

whose vision and ideals squared business with right; and who gave America its conception of large business, done for the public weal

## JOHN WANAMAKER PICTURED AT FOUR AGES IN HIS LIFE









Old Employes Rewarded



At left, Mr. Wanamaker is shown at the opening of his business career. Next he is shown in the midsts of his successful career as a business man, while fin the next panel is the picture by which he was best known when he was Postmaster General. At the right is one of his more recent pictures, one of